

ENCITACION "AGRICULTURAL OUTLOOK" TO TELL  
STATE EXTENSION SERVICES

These publications state generally what is likely to happen in agriculture in the near future, and how it may affect the market price of farm products.

UNITED STATES DEPARTMENT OF AGRICULTURE

Extension Service

Washington 25, D. C.

LIST OF "AGRICULTURAL OUTLOOK" PUBLICATIONS

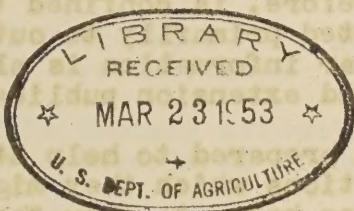
PREPARED BY STATE EXTENSION SERVICES

Annual outlook bulletins and circulars

General economic and outlook periodicals

Timely outlook digests of a general nature

Timely outlook digests of a commodity nature



Assembled by

Farm Management and General Economics Section  
Division of Agricultural Economics

LIST OF "AGRICULTURAL OUTLOOK" PUBLICATIONS  
PREPARED BY STATE EXTENSION SERVICES

At the 1952 Annual Outlook Conference State extension economists had a large display of outlook publications from the 48 States, and a half-day program devoted to discussing their preparation and use. The following list has been prepared from the materials displayed at that time. It probably does not give a complete listing for some States, but it does reflect adequately the type and volume of work being done.

Outlook information work, as conducted by the State extension services, is a program involving a continuous release of economic information bearing on expected changes or trends in the agricultural situation. Both research and extension economists participate in the preparation of the releases, and in using them with county workers and farm leaders. Other staff workers join in making wide use of this information.

Some releases are prepared for the public in general, and some for special groups, or for specific purposes. Outlook work usually includes the preparation of annual outlook statements; a series of current releases; timely digests on special problems; and handbooks, charts, and slides for use by the extension staff as a whole.

Much of the information prepared is released through the press, with special articles written for farm papers, and the daily and weekly newspapers. Continuous use is also made of farm flashes released through the mediums of radio and television. It is difficult to identify and prepare a quantitative report on these last activities even though they constitute an essential and effective part of the total program.

This report, therefore, is confined to four types of economic publications devoted primarily to outlook information, recognizing that similar information is also carried in many other general college and extension publications not mentioned.

The list has been prepared to help State workers locate the source of publications which they might wish to receive regularly. It also helps to show the wide spread of outlook information resulting from the activities of the 48 States and the 3 Territories. Federal publications, from which much of the basic data are obtained, and county releases are not included.

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I.

Annual Outlook Bulletins and Circulars

In most States a general annual statement is prepared summarizing the outlook for agriculture in the year ahead. In about half of the States this statement is released as a special bulletin or circular. Fairly wide distribution is given to these annual bulletins, as indicated by the numbers published. Several States put out an annual outlook issue of their regular monthly periodical (Section II), and some States prepare annual outlook bulletins for specific commodities (Section IV).

| <u>State</u>  | <u>Name of Publication</u>   | <u>Volume</u> |
|---------------|--|---------------|
| Arizona       | Agricultural Outlook   | 1,000         |
|               | Arizona Agriculture  | 6,000         |
| Delaware      | 1952 - Outlook - briefly speaking                                    | 3,000         |
| Florida       | Looking Ahead for Florida Agriculture<br>(summer)                    | 3,000         |
|               | Agricultural Outlook for Florida<br>Farmers (late fall)              | 500           |
| Georgia       | Georgia Agricultural Outlook   | 5,000         |
| Kentucky      | What's the Outlook?  | 6,000         |
| Louisiana     | Louisiana Farm and Home Situation                                    | 50,000        |
| Maryland      | Agricultural Outlook, 1952 - Income -<br>Cost - Real Estate Prices   | 500           |
|               | Basic Economic Factors Affecting<br>Demand for Agricultural Products | 500           |
| Massachusetts | Looking Ahead with Rural People<br>Special Cir. 179                  |               |
| Minnesota     | Looking Ahead to 1952 - Ext.<br>Pamphlet 180                         | 10,000        |
| Mississippi   | Looking Ahead for Farming and<br>Family Living                       | 3,000         |
|               | Digest of the Farm and Home Outlook                                  | 3,000         |
|               | Mid-Year Mississippi Farm Outlook<br>Situation                       | 3,000         |
| Missouri      | Annual Outlook   | 1,000         |
|               | Semi-Annual Outlook  | 300           |

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|----------------|---|--------|
| Nebraska       | Looking Ahead to 1952                         | 3,000  |
| New Jersey     | 1952 Agricultural Outlook                     | 10,000 |
| North Carolina | Annual Outlook Statement                      | 10,000 |
| North Dakota   | Outlook for Farming in 1952                   | 7,500  |
| South Carolina | Agricultural Outlook                          | 30,000 |
| South Dakota   | South Dakota Annual Outlook - leaflet         | 20,000 |
| Tennessee      | Looking Ahead with Tennessee Farm Families    | 25,000 |
| Texas          | A Look Ahead for Texas Rural Families         | 12,000 |
| Vermont        | Forecast for 1952                             | 13,000 |
|                | Farm Mobilization - The 1952 Production Goals | 19,000 |
| Wyoming        | Annual Agricultural Situation for Wyoming     | 1,000  |

II.

General Economic and Outlook Periodicals

More than half of the States have economic and outlook periodicals which are issued several times during the year - weekly, monthly, bi-monthly, quarterly, or irregularly. Some of these publications are primarily of an outlook nature. Others are largely a medium for discussing economic problems and results of studies, with outlook material and price data carried as a part of most issues. In several States one issue is devoted entirely to the general outlook for the year ahead. Mailing lists for most of these periodicals are built up on the basis of requests received.

| <u>State</u> | <u>Name of Publication</u>                             | <u>Frequency</u> | <u>Volume</u> |
|--------------|--|------------------|---------------|
| Arkansas     | Arkansas Extension Economist                           | Monthly          | 10,000        |
| Hawaii       | Agricultural Outlook                                   | Monthly          | 1,300         |
| Idaho        | Economic Facts for Idaho Farm Families                 | Bi-monthly       | 5,750         |
| Illinois     | Illinois Farm Economics                                |                  |               |
| Indiana      | Economic and Marketing Information for Indiana Farmers | Monthly          | 20,000        |
| Iowa         | Iowa Farm Economist                                    | Monthly          |               |

|                |  |                     |        |
|----------------|--|---------------------|--------|
| Kansas         | Marketing Information for<br>Kansas Farmers          | Monthly             | 10,000 |
|                | The Kansas Agricultural<br>Situation                 | Monthly             | 17,000 |
| Kentucky       | Farm Economic Information                            | Bi-monthly          | 600    |
| Louisiana      | Louisiana Rural Economist                            | Quarterly           |        |
| Massachusetts  | Farm Economics Facts                                 | Monthly             | 975    |
| Michigan       | Michigan Farm Economics                              | Monthly             | 13,000 |
| Minnesota      | Farm Business Notes                                  | Bi-monthly          | 1,700  |
| Montana        | "Looking Ahead with Montana<br>Farmers and Ranchers" | 3 times a<br>year   | 32,000 |
| Nebraska       | Notes on Nebraska Farm<br>Business                   | Monthly             | 3,000  |
| New Jersey     | Farm Economic Situation                              | Quarterly           | 1,100  |
| New York       | Farm Economics                                       | 8 to 10<br>per year | 8,500  |
| North Carolina | Tar Heel Economist                                   | Monthly             | 14,000 |
| Ohio           | Timely Economic Information<br>for Ohio Farmers      | Monthly             | 17,500 |
| Oklahoma       | Current Farm Economics                               | Bi-monthly          | 3,500  |
|                | Farm Business Facts                                  | Bi-monthly          |        |
| Oregon         | Oregon Agricultural Situa-<br>tion and Outlook       | 8 per year          | 18,000 |
| Pennsylvania   | Farm Economics                                       |                     |        |
| South Dakota   | South Dakota Farm and<br>Ranch Economic Review       | Quarterly           | 600    |
|                | South Dakota Farm and<br>Ranch Outlook Letter        | Weekly              | 900    |
| Utah           | Let's Look Ahead                                     | Weekly              | 1,500  |
| Virginia       | Virginia Farm Economics                              | Quarterly           | 2,000  |
| Washington     | Keeping up on the Farm<br>Outlook                    | Monthly             | 9,000  |
| Wisconsin      | Economic Information for<br>Wisconsin Farmers        | Irregular           | 5,000  |

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## III.

Timely Outlook Digests of a General Nature

Timely digests of a general nature summarizing the high lights of the current situation are becoming increasingly popular in the outlook program. Most of these are issued monthly, a few weekly, and some bi-monthly or quarterly. Many of them consist of a single sheet which can be quickly and easily read. These digests started as a service to county agents, but many have been expanded by popular request to include other people.

| <u>State</u>  | <u>Name of Publication</u>                   | <u>Frequency</u> | <u>Volume</u> |
|---------------|--|------------------|---------------|
| Alabama       | Market Letter to County Agents               | Weekly           |               |
| California    | Economic Briefs                              | Monthly          | Limited       |
| Connecticut   | Outlook Summary and High-lights              | Quarterly        | 60            |
| Delaware      | Farm Facts in Brief                          | Monthly          | 30            |
| Georgia       | Farm Economic Briefs                         | Monthly          | 900           |
| Hawaii        | Agricultural Economics Newsletter            | Monthly          | Limited       |
| Illinois      | Illinois Farmer's Outlook Letter             | Weekly           | 9,000         |
| Iowa          | Iowa Farm Outlook Letter                     | Weekly           | 2,000         |
|               | Letter to Bankers                            | Monthly          | 4,500         |
| Kentucky      | Notes on the Kentucky Agricultural Situation | Monthly          | 2,100         |
| Louisiana     | The Louisiana Farm Outlook                   | Monthly          | 460           |
| Maine         | Economic Information Letter                  | Monthly          | 60            |
|               | Letter of Economic Facts                     | Monthly          | 2,100         |
| Maryland      | Fact Sheet                                   | Monthly          |               |
| Massachusetts | The "Weather-vane"                           | Weekly           | 215           |
| Missouri      | The Farm Outlook                             | Monthly          | 7,000         |
| New Hampshire | New Hampshire Briefs                         | Bi-monthly       | 75            |
| New York      | Current Prices and Costs                     | Monthly          | 600           |
|               | Economic Facts for Young Farmers             | Monthly          | 600           |

|                |                             |         |       |
|----------------|-----------------------------|---------|-------|
| Ohio           | Econogram                   | Weekly  | 4,700 |
| South Carolina | Farm Situation and Outlook  | Monthly | 1,200 |
| Texas          | Economic Facts and Opinions | Monthly | 475   |
| Vermont        | Farm Price Report           | Monthly | 800   |

IV.

Timely Outlook Digests of a Commodity Nature

Many types of agriculture are specialized, and call for information of special interest to dairymen, fruit growers, poultrymen, livestock feeders, vegetable growers, cotton and wheat farmers, etc. To meet the demands of special interest, a number of States issue timely digests of a commodity nature. The frequency and timing depend on the nature of the commodity, and the marketing season. They are prepared primarily by the marketing economists as an aid to farmers in buying and selling. The volume is largely based on request and the needs vary greatly with commodities.

| <u>State</u> | <u>Name of Publication</u>           | <u>Frequency</u> | <u>Volume</u> |
|--------------|--------------------------------------|------------------|---------------|
| Arizona      | Cotton Situation                     | Monthly          | 1,000         |
|              | Beef Cattle Situation                | Monthly          | 1,500         |
| Connecticut  | Dairy Marketing                      | Monthly          | 600           |
|              | Poultry Marketing Statistics         | Monthly          | 200           |
|              | Cigar Leaf Statistics and<br>Outlook | Semi-annual      | 1,000         |
|              | Fruit Letter                         | Annual           | 650           |
| Illinois     | Livestock Outlook News               | Annual           | 25,000        |
| Kansas       | Kansas Market Comments               | Weekly           | 2,500         |
| Maine        | Timely Topics for Poultry-<br>men    | Monthly          | 3,000         |
|              | Broiler Growers' Letter              | Quarterly        | 1,700         |
|              | Forestry Facts                       | Monthly          | 3,000         |
| Maryland     | Outlook for Poultry<br>and Eggs      | Annual           | 500           |
|              | Vegetable Marketing<br>Prospects     | Annual           | 500           |
|              | Fruit Marketing Prospects            | Annual           | 500           |

|                |  |               |        |
|----------------|--|---------------|--------|
| Massachusetts  | Fruit and Vegetable Marketing  | Monthly       | 650    |
|                | Dairy Digest   | Monthly       | 2,000  |
|                | Featheredfax   | Monthly       | 2,535  |
|                | Fruit Notes  | Monthly       | 1,225  |
| New Mexico     | Wheat Situation and Outlook  | Annual        |        |
|                | Apple Situation and Outlook  | Annual        |        |
| New York       | Marketing Information (fruits and vegetables)  | Irregular     | 300    |
|                | Milk Market Review   | Monthly       | 1,000  |
|                | Poultry and Eggs   | Bi-weekly     | 2,240  |
| North Carolina | Cotton News Letter   | Twice month   | 2,500  |
| North Dakota   | Commodity Situation  | Irregular     |        |
| Ohio           | "Facts" series on various commodities  | 1 or 2 a year | 10,000 |
| Oregon         | Commodity Review (Ten issued each week, each devoted to a particular group of commodities) | Weekly        | 500    |
| Pennsylvania   | Marketing Information (various commodities)  | Monthly       |        |
| South Dakota   | Livestock and Feed Outlook (fall 1952-53)  | Yearly        | 500    |
| Texas          | Wheat Marketing Notes  |               |        |
|                | East Texas Fruits and Vegetables   | Weekly        |        |
| Utah           | Alfalfa Seed Outlook   | Yearly        |        |
| Virginia       | Market Review of Peep and Moo  | Monthly       | 2,500  |
|                | Dairy Outlook  | Yearly        | 8,000  |
|                | Poultry Outlook  | Yearly        | 8,000  |
| Vermont        | Dairy Marketing Letter   | Monthly       | 800    |